



27 MARCH 2019

CYBER SAFETY INSIGHTS REPORT NEW ZEALAND RESULTS

PREPARED BY



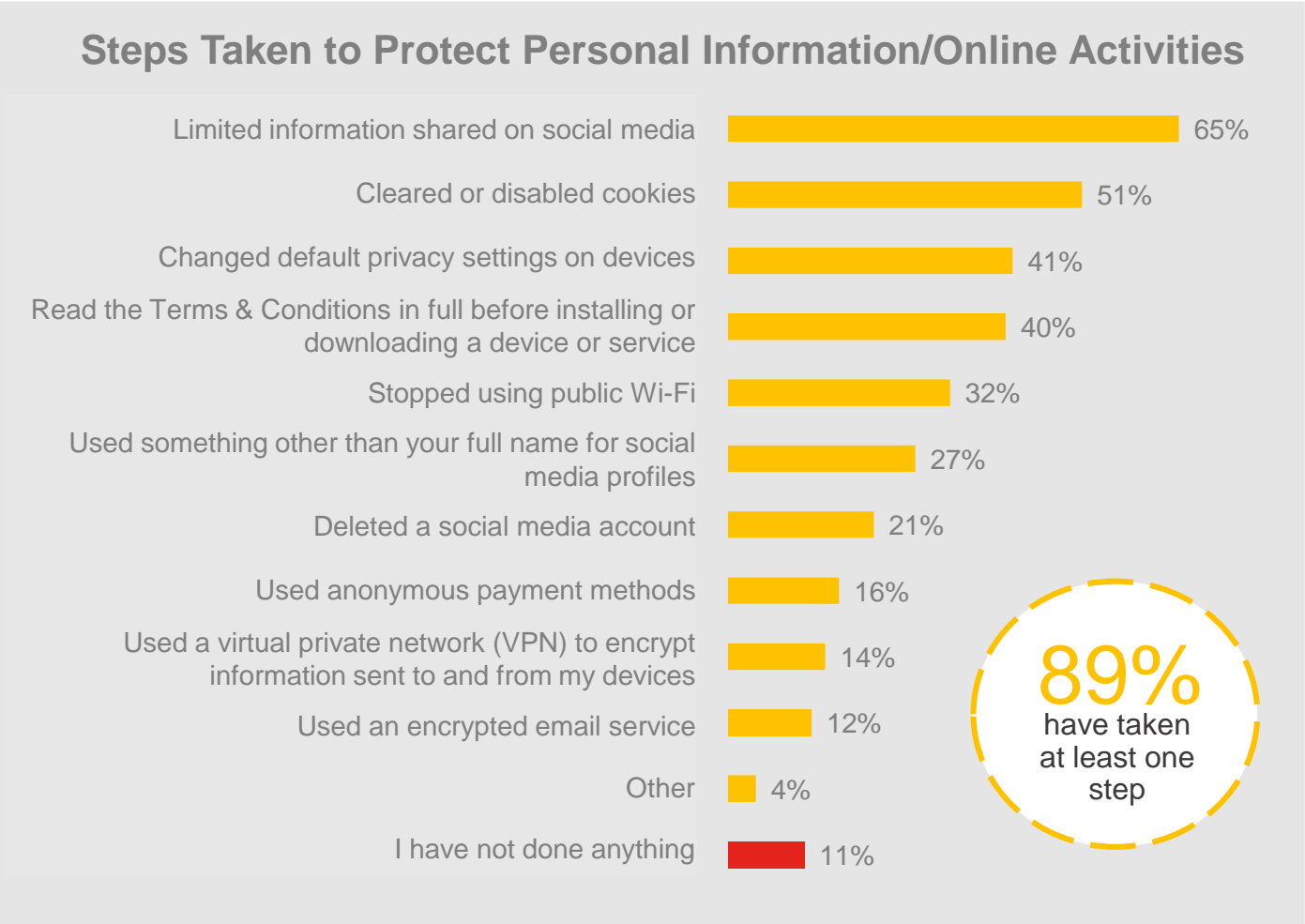
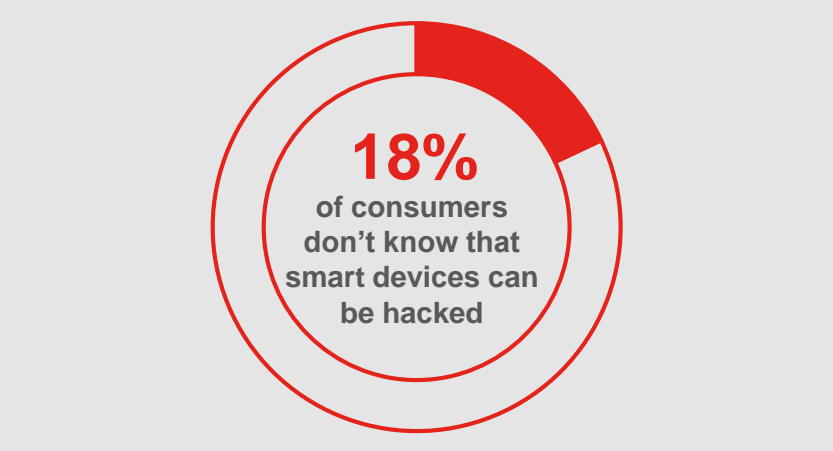
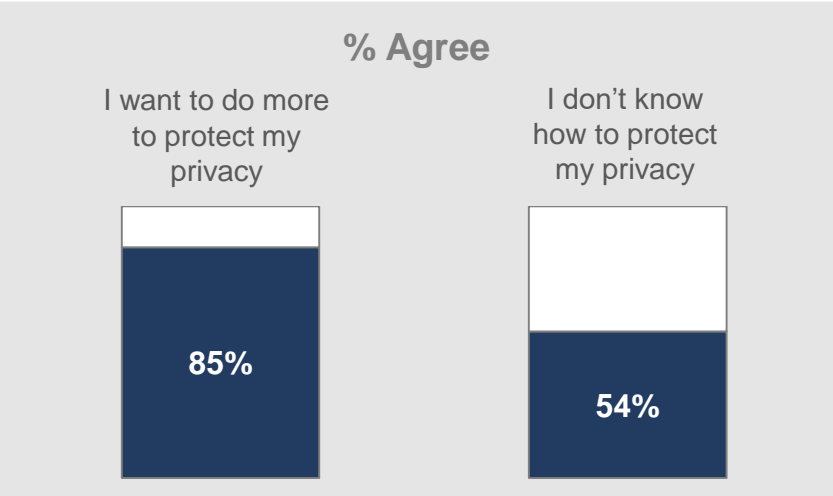
Survey Method

The research was conducted online in New Zealand by The Harris Poll on behalf of Norton™ LifeLock™ among 1,002 adults aged 18+ between October 9-30, 2018. Data are weighted where necessary by age, gender, education, region, marital status, and household size to bring them in line with their actual proportions in the population. No estimates of theoretical sampling error can be calculated.



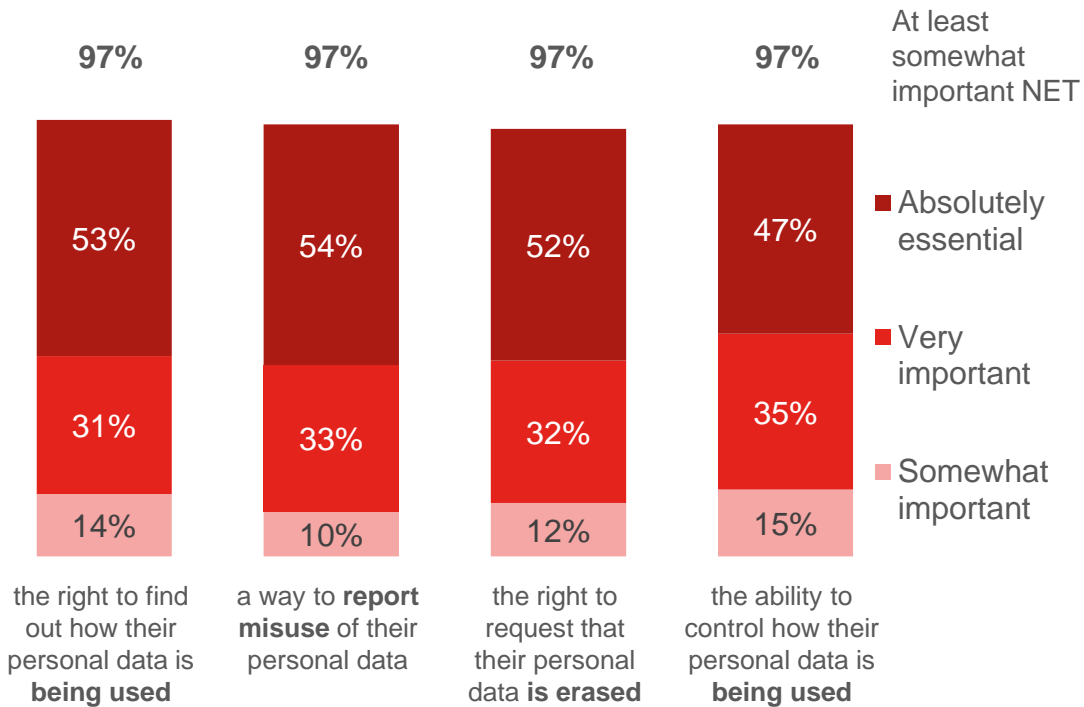
KEY FINDINGS

While Most Consumers Say They Want to Do More to Protect Their Privacy, Over Half Don't Know How

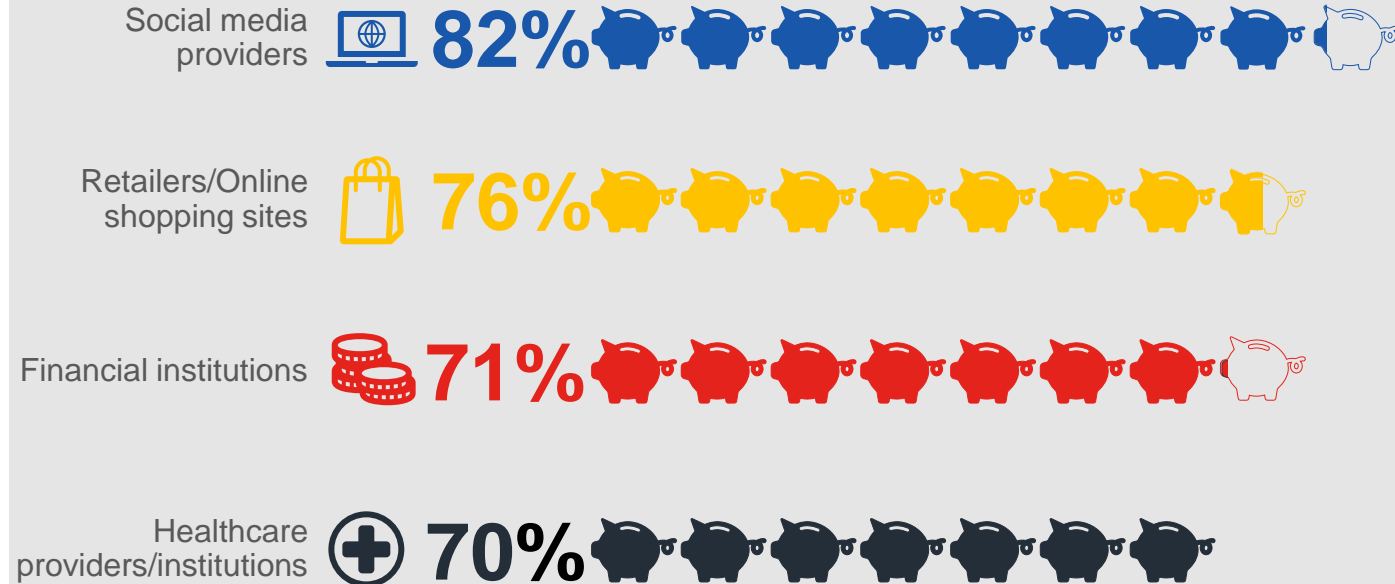


Consumers Express a Strong Desire to Control Their Personal Data, Yet Majority Are Unwilling to Pay to Protect it

Importance In Requiring That Companies & Organizations Give Consumers...



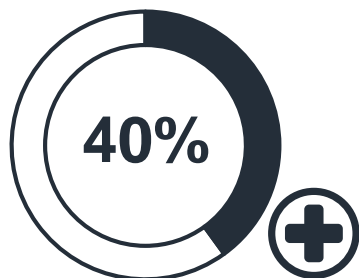
% Not Willing to Pay Organizations to Ensure Protection of Personal Information



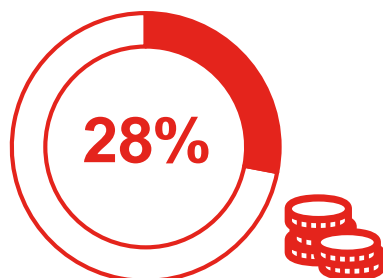
Consumers Don't Have Overwhelming Trust in Most Providers to Protect Personal Information, Yet Many Accept Risks in the Name of Convenience

Trust in Managing and Protecting Personal Information (% trust a lot)

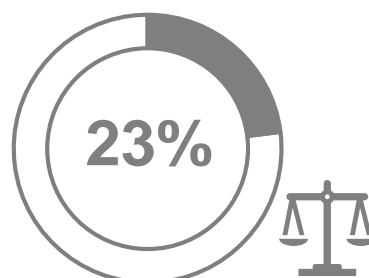
Healthcare providers/
institutions



Financial
institutions



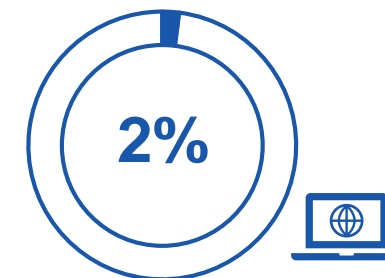
Government



Retailers/Online
shopping sites



Social media
providers

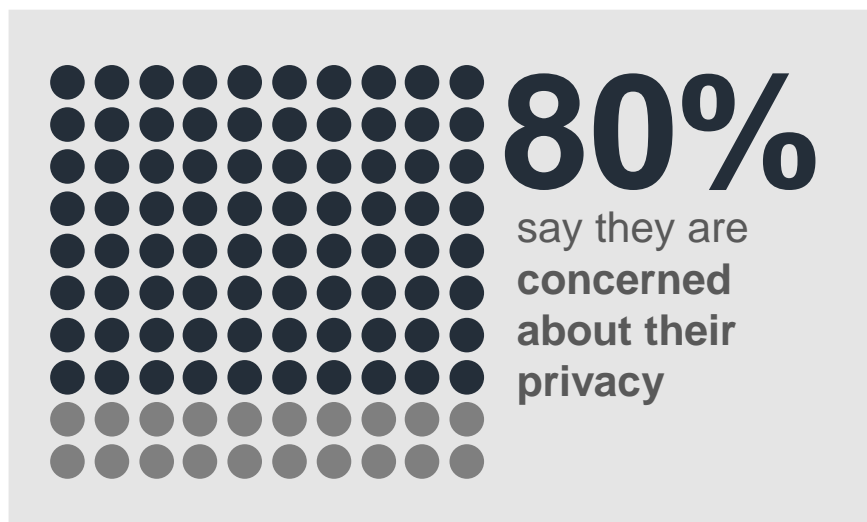


68% say
they are **more
alarmed than
ever** about their
privacy...

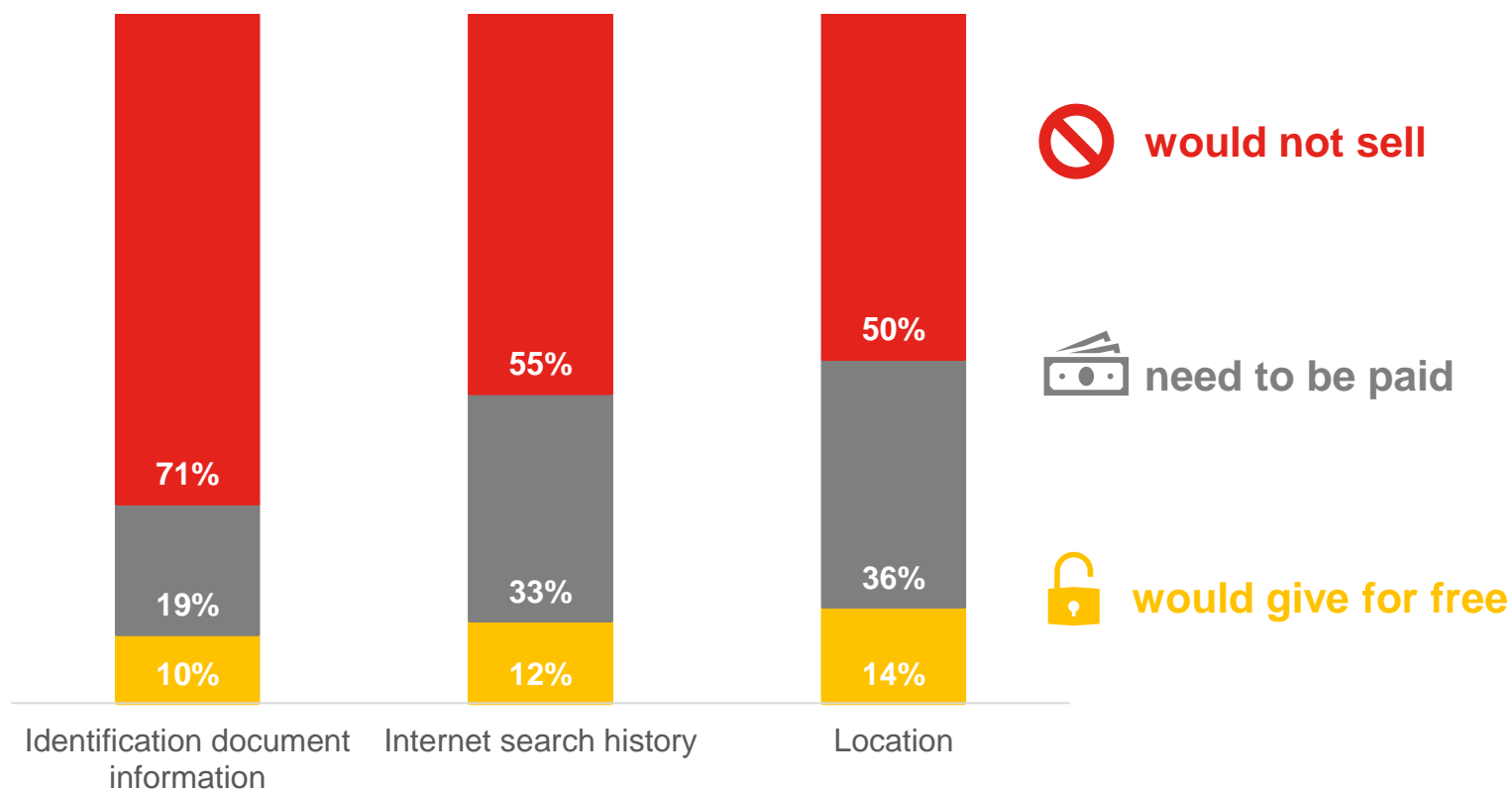
Yet, **75%** accept
certain risks to
their online privacy
to make their life
more convenient.

1 in 5
(17%) have **deleted
a social media
account** due to
privacy concerns in
the past 12 months

Despite Privacy Concerns, Many New Zealand Consumers Are Willing to Sell (Or Give Away) Certain Personal Information



Willingness to Provide Companies with Access to Personal Information For a Fee



More Than a Half Million New Zealand Consumers Have Been Victims of Identity Theft

Have Ever Experienced Identity Theft

16% 

Impacting nearly 560 thousand New Zealand consumers

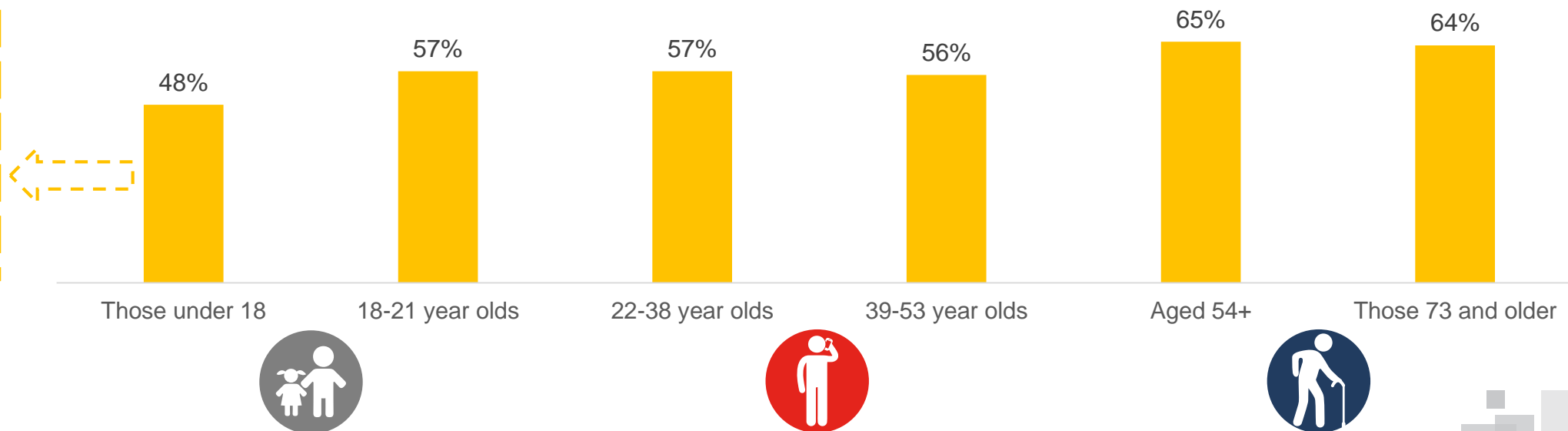
Experienced Identity Theft in the Past 12 Months

5% 

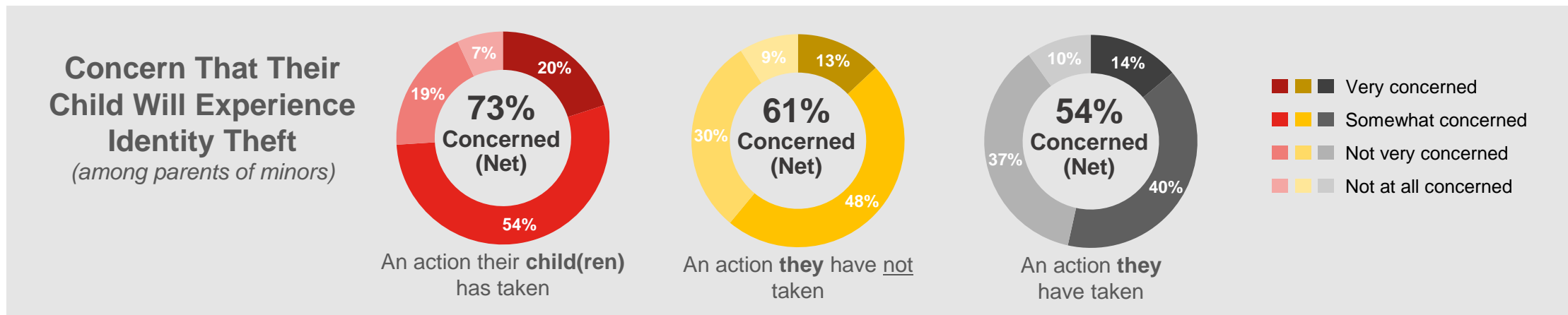
Impacting over 160 thousand New Zealand consumers in the past year

Which Age Groups Do You Believe Are at Risk of Identity Theft?

Only **45%** of Parents of Minors Know That Children Under 18 Are at Risk

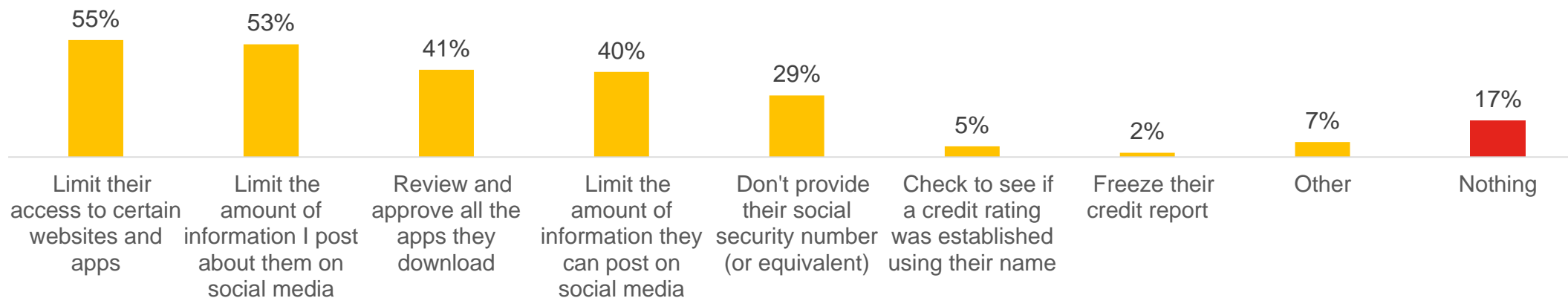


Parents of Minors Express Concern Their Child Will Experience Identity Theft, But Could Do More to Protect Against It



Steps Taken to Protect Child's Identity

(among parents of minors)



Over 1 Million New Zealand Consumers Have Experienced Cyber Crime in the Past Year Alone

Have Ever Experienced a Cyber Crime

56% 

Impacting nearly 2 million New Zealand consumers

Experienced in the Past 12 Months

33% 

Impacting over 1 million New Zealand consumers in the past year

Expect to Experience in Next 12 Months

54% 

(% At least somewhat likely to experience cyber crime in the next year)

*Cyber crime is defined as having personally experienced a crime committed with devices over the internet, including, but not limited to, detecting unauthorized access on an online account, learning information was exposed in a data breach, and detecting malicious software on a device. For a full list, please visit [INSERT LINK]. Please note, this definition is different than the definition used in past research.

Top 3 Cyber Crimes Ever Experienced

Detected malicious software on a computer, Wi-Fi network, smartphone, tablet, smart home, or other connected device

31%

Detected unauthorized access on a social media account

13%

Detected unauthorized access on an email account

13%

Past Year Impact of Cyber Crime

(among past 12 month victims)

Average number of hours spent resolving:

5.1*

For an estimated 5.8 million hours lost

About 1 in 3 needed a week or more to resolve the issue

 **32%**



Have reported losses or theft due to cybercrime**

\$89*
(on average)

For an estimated \$101.2 million lost

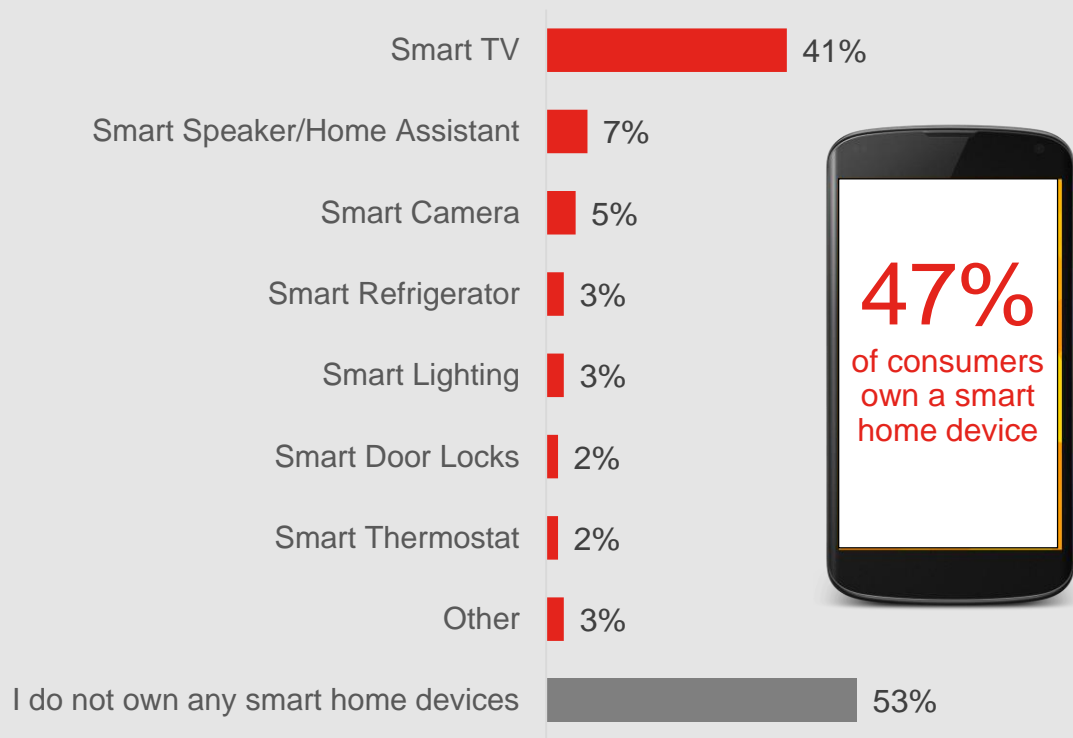
*Averages have been "trimmed" to exclude anyone who is 3 standard deviations above the mean

**Includes money lost or stolen, money that was stolen and returned, and money used to resolve the issue or repair/replace impacted device(s) Inc

Appendix

Nearly Half of New Zealand Consumers Own a Smart Home Device; Risks of Unauthorized Access Are Fairly Well Known

Smart Home Devices Owned



Smart Home Device Facts (% Answered Correctly)

